

ABSTRACT OF THE DISCLOSURE

The broadcast program transmission/reception system includes a pay broadcast program site containing pay broadcast programs, multiple CM information management sites each of which stores multiple commercials, multiple viewer's terminals, and a commercial sponsor site. The viewer's terminal requests a pay broadcast program list from one of the CM information sites and then a pay broadcast program among the pay broadcast program list. The CM information management site requests the pay broadcast program requested by the viewer's terminal from the pay broadcast program site, and receives the pay broadcast program. After that, the CM information management site edits the received pay broadcast program by inserting commercials therein and transmits the pay broadcast program with commercials to the viewer's terminal. Concurrently, the CM information management site accumulates the number of transmitted pay broadcast program/commercials. In accordance with the number of transmission, usage charges/advertisement fees for pay broadcast programs/commercials are calculated.

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